

1 [Planning Code - Fenestration, Transparency, and Sign Requirements Generally; Sales and
2 Service Uses in the C-3 and RC Districts]

3 **Ordinance amending the Planning Code to 1) principally permit certain non-retail sales
4 and service uses, including general office, design professional, business services,
5 non-retail professional services, and trade offices, on the ground floor in the C-3
6 (“Downtown Commercial”) Districts through December 31, 2030, after which such uses
7 will be conditionally permitted; 2) principally permit retail sales and service uses on the
8 second floor and above in the RC (“Residential-Commercial”) Districts; 3) principally
9 permit non-retail sales and service uses on the second floor and above in the RC
10 Districts; 4) update transparency and fenestration requirements for ground floor
11 actives uses and exempt child care facilities, homeless shelters, mortuaries, religious
12 institutions, reproductive health clinics, and school uses from those requirements; 5)
13 define an Interior Sign and the applicable standards for Interior Signs; 6) exempt
14 Interior Signs of six square feet or less and Business and Identifying Signs painted on
15 building facades from a permit under the Planning Code; 7) modify the definition of a
16 Non-Residential Use for the purposes of certain development impact fee waivers;
17 affirming the Planning Department’s determination under the California Environmental
18 Quality Act; making findings of consistency with the General Plan, and the eight
19 priority policies of Planning Code, Section 101.1; and making findings of public
20 necessity, convenience, and welfare pursuant to Planning Code, Section 302.**

21 **NOTE:** **Unchanged Code text and uncodified text** are in plain Arial font.
22 **Additions to Codes** are in *single-underlined* *italics* *Times New Roman font*.
23 **Deletions to Codes** are in *strikethrough* *italics* *Times New Roman font*.
24 **Board amendment additions** are in *double-underlined* Arial font.
25 **Board amendment deletions** are in *strikethrough* Arial font.
26 **Asterisks** (* * * *) indicate the omission of unchanged Code
27 subsections or parts of tables.

1 Be it ordained by the People of the City and County of San Francisco:

2 Section 1. Environmental and Land Use Findings.

3 (a) The Planning Department has determined that the actions contemplated in this
4 ordinance comply with the California Environmental Quality Act (California Public Resources
5 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of
6 Supervisors in File No. 250542 and is incorporated herein by reference. The Board affirms
7 this determination.

8 (b) On June 26, 2025, the Planning Commission, in Resolution No. 21758, adopted
9 findings that the actions contemplated in this ordinance are consistent, on balance, with the
10 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board
11 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the
12 Board of Supervisors in File No. 250542, and is incorporated herein by reference.

13 (c) Pursuant to Planning Code Section 302, this Board finds that these Planning Code
14 amendments will serve the public necessity, convenience, and welfare for the reasons set
15 forth in Planning Commission Resolution No. 21758, and the Board incorporates such
16 reasons herein by reference. A copy of said resolution is on file with the Clerk of the Board of
17 Supervisors in File No. 250542.

19 Section 2. Background and General Findings.

20 (a) Fast, predictable, and transparent permitting processes will create new jobs,
21 businesses, and homes, as well as facilitate the City's economic recovery from the COVID-19
22 pandemic. Commonly referred to as "PermitSF," the City's effort to reform permitting consists
23 of improving the customer experience by streamlining approval processes; promoting
24 government accountability to provide certainty about the delivery of government services; and
25 centralizing technology to create a single point of permitting access.

(b) This ordinance enhances customer experience by removing barriers to ground floor uses in the downtown, where economic recovery continues to lag behind other neighborhoods. Removing the conditional use requirement will streamline the approval of certain non-retail sales and service uses—including office uses—in the C-3 (Downtown Commercial) Districts through December 31, 2030. The ordinance also promotes downtown recovery by expanding the definition of a Non-Residential Use for the purpose of existing development impact fee waivers available to projects in the C-3 District, or a C-2 (Community Business) District east of or fronting Franklin Street/13th Street and north of Townsend Street.

(c) This ordinance also streamlines the approval of sales and service uses on upper floors in the RC (Residential-Commercial Districts) by removing the conditional use requirement for retail sales and service uses and removing the prohibition on non-retail sales and service uses on the upper floors.

(d) This ordinance also enhances the customer experience by centralizing information in the Planning Code, specifically, codifying an existing Zoning Administrator Interpretation of fenestration and visibility requirements for ground floor active uses. The ordinance also exempts various uses with unique operational needs that necessitate privacy (such as reproductive health, childcare, schools, and mortuaries) from these fenestration and visibility requirements.

(e) This ordinance streamlines the approval process of various types of signs by creating a permit exception for business or identifying signs painted on building facades and interior signs that measure six square feet or less. The ordinance also defines an interior sign and provides clear, objective criteria for the regulation of interior signs.

1 Section 3. Articles 1.2, 2, 4, and 6 of the Planning Code are hereby amended by
2 revising Sections 145.1, 209.3, 210.2, 249.78, 401, 406, 602, 604, 606, 607, 607.1, 607.2,
3 and 608.14, to read as follows:

4

5 **SEC. 145.1. STREET FRONTAGES IN NEIGHBORHOOD COMMERCIAL,**
6 **RESIDENTIAL-COMMERCIAL, COMMERCIAL, AND MIXED USE DISTRICTS.**

7 * * * *

8 (c) **Controls.** The following requirements shall generally apply, except for those
9 controls listed in subsections (c)(1) Above Grade Parking Setback and (c)(4) Ground Floor
10 Ceiling Height, which only apply to a “development lot” as defined above and except as
11 specified in subsection (d).

12 * * * *

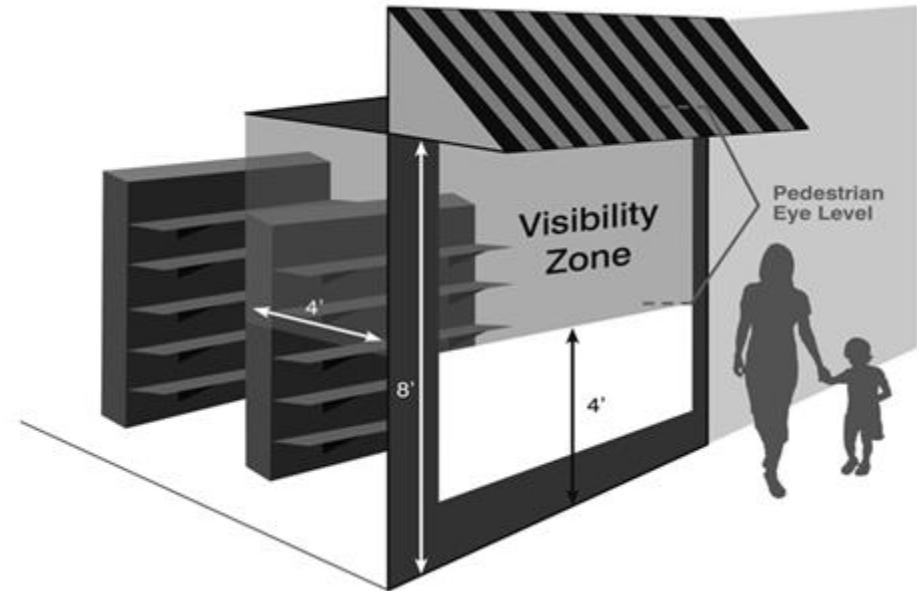
13 (6) **Transparency and Fenestration.** Frontages with active uses *that are not*
14 *PDR* must comply with the following requirements:

15 (A) The portion of the frontage with active uses must be fenestrated with
16 transparent windows and doorways for no less than 60% of the area of the ground level façade
17 street frontage at the ground level and allow visibility to the inside of the building; and

18 (B) The fenestration required by subsection (c)(6)(A) must allow visibility to the
19 inside of the building that:

20 (i) extends within four feet from the surface of the window glass;
21 (ii) leaves at least 75% of the area inside the building open to
22 perpendicular view within a 4-foot by 4-foot visibility zone; and

(iii) provides the aforementioned visibility zone at pedestrian eye level, defined as the space that is between four feet and eight feet in height above the adjacent sidewalk level, following the slope if applicable. See figure, immediately below.



(C) Notwithstanding the transparency requirements of subsection (c)(6)(B), the following features are permitted within the visibility zone:

(i) Individual products for sale or used in service and on display inside the building:

(ii) Window Signs and Interior Signs not exceeding one-third the area of the window on or in which the Signs are located, provided that such Signs are permitted by the Planning Code; and

(iii) Interior curtains and blinds.

(D) The use of dark or mirrored glass shall not count towards the required *transparent area*-visibility zone in subsection (c)(6)(B).

(E) Buildings located inside of, or within an unobstructed line of less than 300 feet of an Urban Bird Refuge, as defined in Section 139(c)(1), shall follow glazing requirements within Section 139(c) of this Code.

(F) In C-3 zoning districts, for tenant spaces with at least two frontages ~~and active uses that are not PDR, those frontages may must be fenestrated with transparent windows and doorways for no less than 60% of the street frontage at the ground level or~~ contain window displays of at least four feet in depth to allow visibility to the inside of the building or activate the street *instead of complying with the requirements of subsection (c)(6)(B)*.

* * * *

(d) Exceptions.

* * * *

(4) Exceptions to Transparency and Fenestration. The transparency and fenestration requirements in Section 145.1(c)(6) shall not apply to a Production, Distribution, and Repair Use; Child Care Facility; Homeless Shelter; Mortuary; Religious Institution; Reproductive Health Clinic; School Use; and any Social or Health Service Use proposed on-site with either a Homeless Shelter or an affordable housing project that meets the requirements of Section 315(b).

SEC. 209.3. RC (RESIDENTIAL-COMMERCIAL) DISTRICTS.

These Districts are intended to recognize, protect, conserve, and enhance areas characterized by structures combining Residential uses with neighborhood-serving Commercial uses. The predominant Residential uses are preserved, while provision is made for supporting Commercial uses, *usually in or below the ground story*, that meet the frequent needs of nearby residents without generating excessive vehicular traffic. The compact, walkable, transit-oriented and mixed-use nature of these Districts is recognized by no off-

1 street parking requirements. The RC Districts are composed of two separate districts, as
2 follows:

3 * * * *

4 **Table 209.3**

5 **ZONING CONTROL TABLE FOR RESIDENTIAL-COMMERCIAL DISTRICTS**

<i>Zoning Category</i>	<i>§ References</i>	<i>RC-3</i>	<i>RC-4</i>
* * * *			
NON-RESIDENTIAL STANDARDS AND USES			
* * * *			
Sales and Service Category			
Retail Sales and Service Uses*	§§ 102. 202.2(a)	P(4)	P(4)
* * * *			
Non-Retail Sales and Service*	§ 102	NP(14)	NP(14)
* * * *			

17 * Not listed below.

18 * * * *

19 (4) *C required if located on the second floor or above. [Reserved]*

20 * * * *

21 (14) NP on ground floor.

22

23 **SEC. 210.2. C-3 DISTRICTS: DOWNTOWN COMMERCIAL.**

24 * * * *

25 **Table 210.2**

ZONING CONTROL TABLE FOR C-3 DISTRICTS

Zoning Category	§ References	C-3-O	C-3-O(SD)	C-3-R	C-3-G	C-3-S
* * * *						
NON-RESIDENTIAL STANDARDS AND USES						
* * * *						
Sales and Service Category						
* * * *						
Non-Retail Sales and Service*	§ 102	P(1)	P(1)	P(1)	P(1)	P(1)
Catering	§ 102	P	P	P	P	P
Design Professional	§ 102	P	P	P(1)	P	P
Laboratory	§ 102	P	P	P	P	P
Life Science	§ 102	P	P	P	P	P
Storage, Commercial	§ 102	NP	NP	NP	NP	NP
Storage, Wholesale	§ 102	NP	NP	NP	NP	P
Wholesale Sales	§ 102	P	P	P	P	P

* Not listed below

(1) C required ~~if at or below~~ on the ground floor after December 31, 2030.

* * * *

SEC. 249.78. CENTRAL SOMA SPECIAL USE DISTRICT.

* * * *

(c) Land Use Controls.

(1) **Active Uses.** The controls of Section 145.1 and 145.4 shall apply, except as specified below:

* * * *

(F) Notwithstanding the ~~PDR~~ exemptions found in Section 145.1(e)(6)(d)(4), PDR uses shall meet the following transparency and fenestration requirements:

* * * *

SEC. 401. DEFINITIONS.

* * * *

6

“Change of Use.” A change from one land use to another land use. For purposes of calculating any impact fees, credits, or waivers under Article 4, if the Gross Floor Area to be changed has no legally established use, the change of use shall consider the last legal use.

“Child-care provider.” A provider as defined in California Health and Safety Code Section 1596.791.

* * * *

R

* * * *

“Replacement of use.” The total amount of Gross Floor Area, as defined in Section 102 of this Code, to be demolished and reconstructed by a development project. For purposes of calculating any impact fees, credits, or waivers under Article 4, if the Gross Floor Area to be demolished has no legally established use, the replacement of use shall consider the last legal use.

1 * * * *

2

3 **SEC. 406. WAIVER, REDUCTION, OR ADJUSTMENT OF DEVELOPMENT**

4 **PROJECT REQUIREMENTS.**

5 * * * *

6 (j) **Waiver for Certain Non-Residential to Residential Conversion and Replacement**

7 **Projects.** This subsection 406(j) provides eligible Non-Residential or Production, Distribution,

8 and Repair (PDR) to Residential conversion and replacement projects with a waiver of any

9 Development fee or Development impact requirement imposed by this Article 4, as specified

10 in this subsection.

11 (1) **Eligible Projects.** To be eligible for the waiver, a project must replace

12 Gross Floor Area of existing PDR uses or Non-Residential uses, other than a Hotel use, with

13 Gross Floor Area established as Residential use, whether as part of a change of use of

14 existing Gross Floor Area, or through the demolition of Non-Residential Gross Floor Area and

15 construction of new Gross Floor Area for Residential use. For purposes of this subsection

16 406(j), any Gross Floor Area established as Live/Work use shall be considered as Residential

17 use. Projects must be located in a C-3 district, or a C-2 district east of or fronting Franklin

18 Street/13th Street and north of Townsend Street.

19 (2) **Waiver Amount.** Eligible projects shall be entitled to a waiver from any

20 applicable Development fee or Development impact requirement imposed by this Article 4 on

21 any net new Gross Floor Area of Residential use in an amount up to 110% of the Gross Floor

22 Area of Non-Residential use or PDR use converted to Residential use. Converted Non-

23 Residential or PDR Gross Floor Area shall be calculated as the net reduction of Non-

24 Residential Gross Floor Area resulting from the project.

25

(3) Calculation of Space. In a mixed-use project with Residential and Non-Residential or PDR uses, the Gross Floor Area of Residential use shall be calculated based on the definition of Gross Floor Area in Planning Code Section 102, in the proportion that such areas serve the Residential use to the total square feet of Gross Floor Area served by such areas.

* * * *

(8) Cap on the Total Square Footage Subject to a Development Fee

8 **Waiver.** The waiver in this subsection 406(j) shall apply only to the first 7,000,000 square feet
9 of Gross Floor Area that replaces Gross Floor Area of existing PDR uses or Non-Residential
10 uses, other than a Hotel use, with Gross Floor Area established as Residential use associated
11 with Eligible Projects in the order that the projects receive a Final Approval. If an Eligible
12 Project does not receive a building or site permit within five years of the Final Approval, the
13 project shall forfeit any rights to the approved waiver, and any Gross Floor Area associated
14 with such project shall no longer be counted against the 7,000,000 square foot limit set forth in
15 this subsection 406(j)(8).

16

SEC. 602. SIGN DEFINITIONS.

* * * *

19 **Indirectly Illuminated Sign.** A Sign illuminated with a light directed primarily toward
20 such Sign and so shielded that no direct rays from the light are visible elsewhere than on the
21 lot where said illumination occurs. If not effectively so shielded, such sign shall be deemed to
22 be a Directly Illuminated Sign.

23

24 **Interior Sign.** A Sign that is located in the interior of a building within four feet of any window
25 or clear door through which the Sign is visible but not including a Window Sign.

1
2 * * * *

3 **Sign.** Any structure, part thereof, or device or inscription which is located upon,
4 attached to, or painted, projected, or represented on any land or right-of-way, or on the
5 outside of any building or structure including an Awning, Canopy, Marquee, or similar
6 appendage, or affixed to the glass on the outside or inside of a window or clear door, or located
7 inside a building within four feet of any window or clear door through which the Sign is visible~~so as to~~
8 ~~be seen from the outside of the building~~, and which displays or includes any numeral, letter, word,
9 model, banner, emblem, insignia, symbol, device, light, trademark, or other representation
10 used as, or in the nature of, an announcement, advertisement, attention-arrester, direction,
11 warning, or designation by or of any person, firm, group, organization, place, commodity,
12 product, service, business, profession, enterprise, or industry.

13 A "Sign" is composed of those elements included in the Area of the Sign as defined in
14 this Section 602, and in addition the supports, uprights, and framework of the display. Except
15 in the case of General Advertising Signs, two or more faces shall be deemed to be a single
16 Sign if such faces are contiguous on the same plane, or are placed back to back to form a
17 single structure and are at no point more than two feet from one another. Also, on Awnings or
18 Marquees, two or more faces shall be deemed to be a single Sign if such faces are on the
19 same Awning or Marquee structure.

20 * * * *

21 **Window Sign.** A Sign painted~~located~~ directly on the surface of a window glass or clear
22 door, or placed behind the surface of a window glass or clear door.

23

24 **SEC. 604. PERMITS AND CONFORMITY REQUIRED.**

25 * * * *

(b) **Applicability of Section.** The provisions of this Section 604 shall apply to work of the above types on all ~~§~~Signs unless specifically exempted by this Code, whether or not a permit for such ~~§~~Sign is required under the San Francisco Building Code. In cases in which permits are not required under the Building Code, *a Planning application shall be submitted to the Planning Department for approval. applications for permits shall be filed with the Central Permit Bureau of the Department of Building Inspection on forms prescribed by the Planning Department, together with a permit fee of \$5.00 for each sign, and the permit number shall appear on the completed sign in the same manner as required by the Building Code.*

(c) Exceptions to Permit Requirement.

(1) Business or Identifying Sign Painted on Door, or Window, or Building

Facade. No permit shall be required under this Code for a Business or Identifying ~~Sign~~ painted or repainted directly on a door, ~~or window, or facade of a building,~~ except for such ~~Signs~~ in P and Residential Districts. Repainting of any painted Business or Identifying ~~Sign~~ that does require a permit shall be deemed to be a replacement of the Business or Identifying ~~Sign~~, except as provided in ~~Section~~ Subsection (f)(5) below.

(2) **Interior Sign.** No permit shall be required under this Code for an interior business or identifying sign measuring six square feet or less.

(d3) **Ordinary Maintenance and Repairs.** Except as provided in §subsection

(c)(1) above, no permit shall be required under this Code for ordinary maintenance and minor repairs which do not involve replacement, alteration, reconstruction, relocation, intensification, or expansion of the ~~Sign~~.

(e4) Temporary Sale or Lease Signs. No permit shall be required under this

Code for temporary sale or lease ~~§~~Signs, temporary ~~§~~Signs of persons and firms connected with work on buildings under actual construction or alteration, and temporary Business ~~§~~Signs, to the extent that such ~~§~~Signs are permitted by this Code.

13 **(g)** **Scaled Drawing.** Each application for a permit for a Sign shall be accompanied
14 by a scaled drawing of the Sign, including the location of the Sign on the building or other
15 structure or on the lot, and including (except in the case of a Sign the customary use of which
16 involves frequent and periodic changes of copy) such designation of the copy as is needed to
17 determine that the location, Area, and other provisions of this Code are met.

1 maintenance and minor repairs shall be permitted, but such maintenance and repairs shall not
2 include replacement, alteration, reconstruction, relocation, intensification, or expansion of the
3 ~~§~~Sign; provided, however, that alterations of a structural nature required to reinforce a part or
4 parts of a lawfully existing ~~§~~Sign to meet the standards of seismic loads and forces of the
5 Building Code, to replace a damaged or weathered signboard, to ensure safe use and
6 maintenance of that ~~§~~Sign, to remediate hazardous materials, or any combination of the above
7 alterations shall be considered ordinary maintenance and shall be allowed. A ~~§~~Sign which is
8 damaged or destroyed by fire or other calamity shall be governed by the provisions of
9 Sections 181(d) and 188(b) of this Code.

10 A ~~§~~Sign which is voluntarily destroyed or removed by its owner or which is required by
11 law to be removed may be restored only in full conformity with the provisions of this Code,
12 except as authorized in subsection (if) below. A ~~g~~General ~~a~~Advertising ~~§~~Sign that has been
13 removed shall not be reinstalled, replaced, or reconstructed at the same location, and the
14 erection, construction, and/or installation of a ~~g~~General ~~a~~Advertising ~~§~~Sign at that location to
15 replace the previously existing ~~§~~Sign shall be deemed to be a new ~~§~~Sign in violation of Section
16 611(a) of this Code; provided, however, that such reinstallation, replacement, or
17 reconstruction pursuant to a permit duly issued prior to the effective date of this requirement
18 shall not be deemed a violation of Section 611(a) and shall be considered a lawfully existing
19 nonconforming ~~g~~General ~~a~~Advertising ~~§~~Sign; and further provided that this prohibition shall not
20 prevent a ~~g~~General ~~a~~Advertising ~~§~~Sign from being relocated to that location pursuant to a
21 Relocation Agreement and conditional use authorization under Sections 611 and 303(k) of
22 this Code and Section 2.21 of the Administrative Code.

23 A nonconforming Neon Sign may be physically detached from the building for any
24 required repairs or maintenance, except that such maintenance or repairs shall not include
25 replacement, reconstruction, relocation, intensification, or expansion of the Neon Sign. After

1 the off-site repair or maintenance work is complete, the Neon Sign may be reinstalled at the
2 premises in the same location where the Neon Sign was previously affixed, so long as such
3 replacement is completed within 18 months of removal.

4 (i) **Business Signs.** When the activity for which a ~~b~~Business ~~s~~Sign has been posted
5 has ceased operation for more than 90 days, all ~~s~~Signs pertaining to that business activity
6 shall be removed after that time. A lawfully existing business that is relocating to a new
7 location within 300 feet of its existing location within the North Beach Neighborhood
8 Commercial District described in Section 722 of this Code may move to the new location
9 within said North Beach Neighborhood Commercial District one existing ~~b~~Business ~~s~~Sign
10 together with its associated sign structure, whether or not the ~~s~~Sign is nonconforming in its
11 new location; provided, however, that the ~~s~~Sign is not intensified or expanded in ~~a~~Area or in
12 any dimension except in conformity with the provisions of this Code. With the approval of the
13 Zoning Administrator, however, the sign structure may be modified to the extent mandated by
14 the Building Code. In no event may a painted ~~s~~Sign or a ~~s~~Sign with flashing, blinking,
15 fluctuating, or other animated light be relocated unless in conformity with current code
16 requirements applicable to its new location. In addition, the provisions of Articles 10 and 11 of
17 this Code shall apply to the relocation of any ~~s~~Sign to a location regulated by the provisions of
18 said Articles.

19 (j) Nothing in this Article 6 shall be deemed to permit any use of property that is
20 otherwise prohibited by this Code, or to permit any ~~s~~Sign that is prohibited by the regulations
21 of any ~~s~~Special ~~s~~Sign ~~d~~District or the standards or procedures of any Redevelopment Plan or
22 any other Code or legal restriction.

23 (k) **Public Areas.** No ~~s~~Sign shall be placed upon any public street, alley, sidewalk,
24 public plaza or right-of-way, or in any portion of a transit system, except such projecting ~~s~~Signs
25 as are otherwise permitted by this Code and ~~s~~Signs, structures, and features as are

1 specifically approved by the appropriate public authorities under applicable laws and
2 regulations and under such conditions as may be imposed by such authorities.

3 **(i) Maintenance.** Every ~~s~~Sign shall be adequately maintained in its appearance.
4 When the activity for which a ~~b~~Business ~~s~~Sign has been posted has ceased operation for more
5 than 90 days, all ~~s~~Signs pertaining to that business activity shall be removed after that time.

6 **(m) Existing Signs in the C-3 Zoning District and portions of the C-2 Zoning**
7 **District.** A change of copy on existing ~~s~~Signs the customary use of which does not involve
8 frequent and periodic changes of copy within (1) the C-3 zoning district, (2) a C-2 zoning
9 district that is east of or fronting Franklin Street/13th Street and north of Townsend Street, or
10 (3) a C-2 zoning district that is also within the Stonestown SSD shall not be considered a new
11 ~~s~~Sign for purposes of subsection ~~(f)(5)~~ so long as a permit is sought and approved subject to
12 the provisions of this Section 604 or a more restrictive provision in a ~~s~~Special ~~s~~Sign ~~d~~District in
13 Section 608 et seq., provided that a change from general advertising to nongeneral
14 advertising sign copy or from nongeneral advertising to general advertising sign copy or an
15 increase in ~~a~~Area including, but not limited to, any extensions in the form of writing,
16 representation, emblem or any figure of similar character shall in itself constitute a new ~~s~~Sign
17 subject to the provisions of this Section 604. Consistent with Section 608, this provision shall
18 control over any conflicting, more restrictive provision in a ~~s~~Special ~~s~~Sign ~~d~~District.

19

20 **SEC. 606. RESIDENTIAL AND RESIDENTIAL ENCLAVE DISTRICTS.**

21 Signs in Residential and Residential Enclave Districts, other than those ~~s~~Signs
22 exempted by Section 603 of this Code, shall conform to the following provisions:

23 * * * *

(c) Business Signs for Limited Commercial Uses. For Limited Commercial Uses, as described in Section 186 of this Code, and for Limited Corner Commercial Uses, as permitted by Section 231, the following controls shall apply:

* * * *

(2) **Window and Interior Signs.** Window signs, limited to signs painted or similarly applied directly on the surface of the window glass *or clear door, and Interior Signs* are permitted. The total ~~area~~ of all ~~Window signs, as defined in Section 602.1(b)~~, shall not exceed one-quarter the area of the window *or door* on which the signs are located. *The total Area of all Interior Signs shall not exceed one-quarter the area of the window or clear door through which the Interior Sign is visible, whichever is greater. Such Window and Interior signs may be*

~~Nonilluminated or indirectly illuminated.~~

* * * *

SEC. 607. COMMERCIAL AND INDUSTRIAL DISTRICTS.

Signs in C, M, and PDR Districts, other than those Signs exempted by Section 603 of this Code, shall conform to the following provisions:

* * * *

(d) **Window and Interior Signs.** The total Area of all Window Signs shall not exceed one-third the area of the window or clear door on or in which the Signs are located. The total Area of all Interior Signs shall not exceed one-third the area of the window or clear door through which the Interior Sign is visible, whichever is greater. Such Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly Illuminated.

* * * *

1 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**
2 **DISTRICTS.**

3 Signs located in Neighborhood Commercial Districts shall be regulated as provided
4 herein, except for those ~~§~~Signs which are exempted by Section 603 of this Code or as more
5 specifically regulated in a Special Sign District under Sections 608 et seq. In the event of
6 conflict between the provisions of Section 607.1 and other provisions of Article 6, the
7 provisions of Section 607.1 shall prevail in Neighborhood Commercial and Residential-
8 Commercial Districts.

9 In each such Special Sign District, ~~§~~Signs, other than those ~~§~~Signs exempted by Section
10 603 of this Code, shall be subject to the special controls in Sections 608.1 through ~~608.1618~~,
11 respectively, in addition to all other or, if so expressly specified in those Sections, in lieu of
12 other applicable sign provisions of this Code. In the event of inconsistency with any other
13 provision of Article 6, the most restrictive provision shall prevail unless this Code specifically
14 provides otherwise.

15 * * * *

16 (c) **Identifying Signs.** Identifying Signs, as defined in Section 602, shall be permitted
17 in all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set
18 forth below.

19 (1) One Sign per lot shall be permitted and such Sign shall not exceed 20
20 square feet in area. The sign may be a Freestanding ~~§~~Sign, if the building is recessed from the
21 Street Property Line, or may be a Wall Sign or a projecting Sign. The existence of a
22 Freestanding Identifying Sign shall preclude the erection of a Freestanding Business Sign on
23 the same lot. A Wall Sign or projecting Sign shall be mounted on the first-story level; a
24 Freestanding Sign shall not exceed 15 feet in height. Such Sign may be Nonilluminated,
25 Indirectly Illuminated, or Directly Illuminated.

1 * * * *

2 (f) **Business Signs.** Business Signs, as defined in Section 602, shall be permitted in
3 all Neighborhood Commercial and Residential-Commercial Districts subject to the limits set
4 forth below.

5 (1) **Cole Valley, Lakeside Village, NC-1 and NCT-1 Districts.**

6 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
7 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in
8 which the Signs are located. *The total Area of all Interior Signs shall not exceed one-third the area
9 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such*
10 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
11 Illuminated.

12 * * * *

13 (2) **RC, NC-2, NCT-2, NC-S, Inner Balboa Street, Outer Balboa Street,
14 Broadway, Castro Street, Inner Clement Street, Outer Clement Street, Cortland Avenue,
15 Divisadero Street, Excelsior Outer Mission Street, Fillmore Street, Upper Fillmore
16 Street, Folsom Street, Glen Park, Inner Sunset, Irving Street, Haight Street, Lower
17 Haight Street, Hayes-Gough, Japantown, Judah Street, Leland Avenue, Upper Market
18 Street, Noriega Street, North Beach, Ocean Avenue, Pacific Avenue, Polk Street,
19 Regional Commercial District, Sacramento Street, San Bruno Avenue, SoMa, Taraval
20 Street, Inner Taraval Street, Union Street, Valencia Street, 24th Street-Mission, 24th
21 Street-Noe Valley, and West Portal Avenue Neighborhood Commercial Districts.**

22 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
23 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in
24 which the Signs are located. *The total Area of all Interior Signs shall not exceed one-third the area
25 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such*

1 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
2 Illuminated.

3 * * * *

4 (3) **Bayview, Geary Boulevard, Mission Bernal, Mission Street, Lower Polk
5 Street, NCT, NC-3, and NCT-3 Neighborhood Commercial Districts.**

6 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
7 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in
8 which the Signs are located. *The total Area of all Interior Signs shall not exceed one-third the area
9 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such*
10 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
11 Illuminated.

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14 **SEC. 607.2. MIXED USE DISTRICTS.**

15 Signs located in Mixed Use Districts shall be regulated as provided herein, except for
16 ~~§~~Signs in Residential Enclave Districts, which are regulated by Section 606, and those ~~§~~Signs
17 which are exempted by Section 603. ~~§~~Signs not specifically regulated in this Section 607.2
18 shall be prohibited. In the event of conflict between the provisions of Section 607.2 and other
19 provisions of Article 6, the provisions of Section 607.2 shall prevail in Mixed Use Districts.

20 * * * *

21 (f) **Business Signs.** Business Signs, as defined in Section 602, shall be permitted in
22 all Mixed Use Districts subject to the limits set forth below.

23 (1) **Chinatown Residential Neighborhood Commercial District.**

24 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
25 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in

1 which the Signs are located. The total Area of all Interior Signs shall not exceed one-third the area
2 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such
3 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
4 Illuminated.

5 * * * *

6 (2) **Chinatown Visitor Retail District.**

7 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
8 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in
9 which the Signs are located. The total Area of all Interior Signs shall not exceed one-third the area
10 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such
11 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
12 Illuminated.

13 * * * *

14 (3) **Chinatown Community Business District, Eastern Neighborhoods,**
15 **South of Market Mixed Use ~~Mixed Use~~ Districts, and the Downtown Residential Districts.**

16 (A) **Window and Interior Signs.** The total Area of all Window Signs, as
17 defined in Section 602, shall not exceed one-third the area of the window or clear door on or in
18 which the Signs are located. The total Area of all Interior Signs shall not exceed one-third the area
19 of the window or clear door through which the Interior Sign is visible, whichever is greater. Such
20 Window and Interior Signs may be Nonilluminated, Indirectly Illuminated, or Directly
21 Illuminated.

22 * * * *

23
24 **SEC. 608.14. VINTAGE SIGNS.**

(a) **Restoration and Maintenance.** Notwithstanding the provisions of Section 604(*h*e) of this Code, ~~s~~igns which depict in text or graphic form a particular residential, business, cultural, economic, recreational, or other valued resource which is deemed by the Planning Commission to be a cultural artifact that contributes to the visual identity and historic character of a City neighborhood or the City as a whole shall be considered a ~~v~~Vintage ~~s~~ign and allowed to be restored, reconstructed, maintained, and technologically improved on a property by Conditional Use authorization of the Planning Commission provided that: (*1a*) the ~~v~~Vintage ~~s~~ign to be restored, reconstructed, or technologically improved depicts a use, person, place, thing, cultural icon, or other valued character or characteristics of the City or a City neighborhood that, at the time of the ~~v~~Vintage ~~s~~ign authorization, is at least 40 years old; (*2b*) at least 50% *percent* of the ~~a~~rea of the ~~s~~ign remains legible, (*3e*) the ~~s~~ign does not visually obstruct or significantly impair or detract from, by glare or any other means, a City landmark or public vista; (*4d*) the ~~s~~ign is not larger than the ~~s~~ign that existed prior to the ~~v~~Vintage ~~s~~ign authorization and does not appear to be more visually prominent than the ~~s~~ign that existed prior to the ~~v~~Vintage ~~s~~ign authorization; and (*5e*) the ~~s~~ign is maintained in good condition, repair, and working order. Designation as a ~~v~~Vintage ~~s~~ign under this Section 608.14 does not by itself protect the ~~s~~ign from being obscured or removed by future development projects.

* * * *

20 Section 4. Effective Date. This ordinance shall become effective 30 days after
21 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
22 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
23 of Supervisors overrides the Mayor's veto of the ordinance.

1 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors
2 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,
3 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal
4 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment
5 additions, and Board amendment deletions in accordance with the "Note" that appears under
6 the official title of the ordinance.

7
8 APPROVED AS TO FORM:
9 DAVID CHIU, City Attorney

10 By: /s/ Giulia Gualco-Nelson
11 GIULIA GUALCO-NELSON
12 Deputy City Attorney

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